

**CALIFORNIA CITRUS PEST AND DISEASE  
PREVENTION PROGRAM (CPDPD)  
OUTREACH SUBCOMMITTEE MEETING**

Meeting Minutes  
May 4, 2022

The Outreach Subcommittee meeting was called to order by Zachary McCormack at 1:30 p.m. on May 4, 2022.

**Committee Members Present:**

Aaron Dillion\*    Zac Green\*

**Committee Members Absent:**

Craig Armstrong    John C. Gless    Gregorio Rundini  
Kevin Ball    Nick Hill

**Interested Parties:**

Price Adams\*    Anmol Joshi\*    Lea Pereira\*  
Teri Blaser\*    Sara Khalid\*    Curtis Pate\*  
Natalie DeAngelo\*    Jessica Leslie\*    Cressida Silvers\*  
Paul Figueroa\*    Marcy Martin\*    Claudia Vasquez\*  
Ariana Gehrig\*    Zachary McCormack\*    Jennifer Willems\*  
David Gutierrez\*    David Morgan\*    Amelia Wright\*  
Victoria Hornbaker\*    Keith Okasaki\*    Judy Zaninovich\*  
Laura Irons\*    Margaret O'Neill\*

\*Participated via Webinar

**Opening Remarks**

Zachary McCormack welcomed the Outreach Subcommittee members, staff, and members of the public participating online.

**Outreach Budget Review**

Zachary McCormack presented the outreach budget and expenditures for fiscal years 2020-2021, and 2021-2022. The grower liaison budget is 35 percent expended, Nuffer, Smith, Tucker (NST) is 31 percent expended, and the Office of Environmental Health Hazard Assessment is 27 percent expended. Overall outreach expenditures for this fiscal year are at 31 percent.

## **Update on Strategy Priority 5-Outreach and Collaboration**

### Overview of Current and Upcoming Activities

#### Homeowner Outreach Updates:

NST distributed a press release for National Garden Month focused on best practices for gardening and citrus tree care tips. The press release was distributed by 323 other publications. Victoria Hornbaker and Claudia Vasquez participated in English and Spanish audio news releases for broadcasting on radio stations and Victoria was interviewed by the Press-Telegram publication. In addition to regular advertisements, NST is hoping to connect with social media influencers that have a large presence in gardening. NST attended the Highland Citrus Festival and the National Orange Show Fair held in San Bernardino. A homeowner Instagram page was recently launched.

Outreach in the new huanglongbing (HLB) quarantine areas (Carson, Downey, and Monrovia) is currently being conducted.

NST is working on refreshing the California Citrus Threat webpage based on pages that are the most visited and is requesting new content or suggestions to include in the refresh from the committee.

#### Elected Official Outreach Updates:

Price Adams from NST will attend the Southern California Association of Governments Regional Conference and the California Contract Cities Association Annual Municipal Seminar.

NST is working with the city of Carson to host a presentation with the city council to discuss HLB, as well as a quarterly customized content distribution. It will focus on spring gardening tips that will be shared on their website, newsletters, and social media pages.

#### Upcoming Activities

NST provided Dr. Morgan with material to present at the University of California, Riverside Insect Fair. There will be a digital interview with Claudia Vasquez for Univision. NST is reaching out to their multicultural partners for *Tamarixia* outreach in Santa Clara County. The 2020-2021 Annual Report will also be mailed out soon.

#### University of California Outreach Update

No Updates.

#### California Citrus Manual Outreach Update

No Updates.

#### Citrus Research Board Update

Marcy Martin reported that the Citrus Research Board received funding from the HLB Multiagency Coordination Group to develop a Citrus Research and Field Trial project. This project will demonstrate to growers that additional mitigations can improve Asian citrus psyllid (ACP) control within commercial groves and in various growing regions within California. Ariana Gehrig has been hired as the project manager. Applications for projects for funding are expected in the middle of June. A proposal was also submitted to

extend this project beyond this current year.

#### Grower Liaison Update

Sara Khalid reported that ACP was detected at a packinghouse in Northern Tulare County, which will most likely be a regulatory incident. No ACP were detected in Kern County in 2022. There have been no new ACP detections in San Luis Obispo County and grower treatment for the most recent detection was completed. The 2022-2023 area wide treatment schedule for growers was distributed in Ventura County and the next ACP Task Force meeting will be held on May 31. There will also be a new grower meeting prior to the fall area wide treatment. Jessica Leslie and Teri Blaser continue to reach out to Pest Management Area) team leads to inform them of meeting announcements, and new relevant information regarding citrus. Judy Zaninovich continues to encourage growers to add an ACP effective treatment to their spring foliar treatments.

In San Bernardino County, additional effort has been made for ACP and HLB outreach. New banners will be created and displayed across highways, and a field day for growers is expected to be held in May. The San Bernardino Master Gardeners also hosted and presented at an Ontario meeting for citrus growers.

The San Diego Pest Control District will hold the next ACP area wide treatment for growers from May 16-30. In Imperial County, ACP detection dogs have surveyed half of the growing zones with live ACP finds in every growing zone surveyed. The Citrus Commodity survey will start the first week of May. Curtis Pate is working with the Agricultural Commissioner's office to fill any communication gaps with growers regarding reentry intervals for pesticide applications and other issues.

#### USDA Update:

No Updates.

#### Open Discussion and Brainstorming

It was suggested to reach out to Los Angeles County Master Gardeners for them to distribute ACP messaging at the Los Angeles County Fair. California Department of Food and Agriculture will also be at the State Fair in the Insect Pavilion.

#### **Other Items and Adjournment**

The meeting was adjourned at 2:09 p.m. The next Outreach Subcommittee meeting will be held on July 6, 2022.